

MOST ANALYSIS

Mission statement:

Book Bargains, although small in size, stock and sell a broad range of books. What we don't have in stock, we will obtain quickly and deliver free to our customers. We will also sell books over the Internet.

Book Bargains intend to invest in staff and their training and be an equal opportunities employer.

Objectives:

Running on the business continuously, making a profit

- To make money and good profits
- One of the large range of books
- Efficient delivery system to the customers
- Trained staff to satisfied the customers
- To provide equal opportunities for employees

Strategies:

- To stock a large number of books, so that don't run out and advertise it by designing our web page onto the Internet to advertise any services.
- Send staff for regular training to update their skills
- We can have promotions, where by you buy any three books and get the fourth book for absolutely free

Tactics:

- Good customer relationship with the staff & good staff relationship with the customers
- Keep customers updated with the latest arrival of books (directly delivery to their home)

SWOT ANALYSIS

Strengths:

- Advert and design our web page over the Internet
- One-to-one advice to the customers on their requirements
- Good service because it is a small book shop
- No competitions in the area (because it is the only book shop)

Weaknesses:

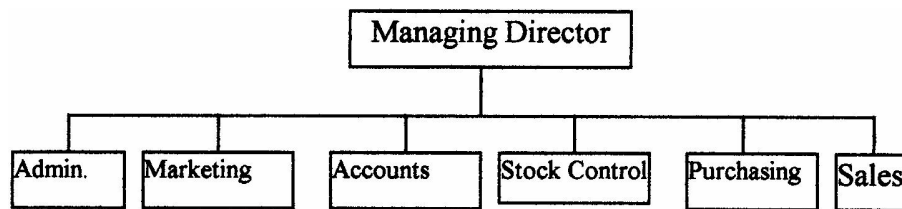
- Small book shop
- Large investment and return will be seen after a year

Opportunities

- Music Selection along with books
- Have a small cafe bar for the customers (they have a drink or they can eat as well while they browse through the books)
- Having a children's area for families (they can put their children in the children's area and the parents can do what they want)

Threats:

- Competitors (they open a big book shop in the same area)
- Threats of being bought out
- Staff may leave (one of the specialist staff can leave and we have to train another one, which is very expensive and time consuming).
- Change in demands such as the books are being replaced by CDs

FUNCTIONAL STRUCTURE**Administration**

- Customer details
- Day-to-day running the shop
- Maintenance
- Advertising
- Promotions

Accounts

- Payments
- Invoices
- Refunds

Purchasing

- Ordering books from the supplier(s)

Stock

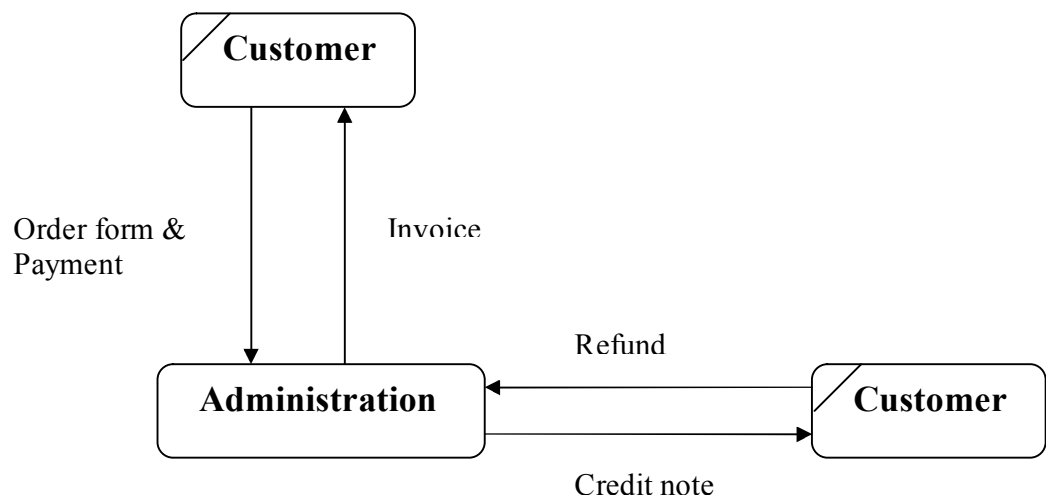
- Checking the books

Sales

- Sales the books to customers

Marketing

- Promotions (special offers)

DOCUMENT FLOW DIAGRAM

A description of the contents for one key document:

Invoice

- Company logo Shows what the company's slogan or logo looks like
- Company Name Tells the name of the company e.g. A to Z Computers
- Company Address Tells the full address of the company e.g. 132 Heath Road, Twickenham, Middx TW1 4BN
- Company Tel Shows the company's telephone number e.g. 0181-744-1834
- Company Fax Shows the company's fax number e.g. 0181-744-2354
- Invoice To: Indicates that the invoice goes to the customer who buy the product / item, containing the customers' details such as the name, address, etc. e.g. Will Smith, 114 Kilburn High Road, London NW6 4QZ
- Invoice Number Shows the invoice number is (as reference)
- Description Tells the name of item the customer wants to buy e.g. Mini Office Professional Manual
- Quantity Shows how many the customer wants to buy of the same item e.g. 3
- Unit Price Shows the price of the item e.g. £9.99
- Subtotal Shows the total that the customer has to pay excluding VAT e.g. £29.97
- VAT Shows how much VAT has been added to the subtotal e.g. £5.07
- Total Show the total cost that the customer has to pay including VAT e.g. £35.04

ESTIMATES**Bank loan to be taken out will be: £50,000**

Fixed values	12,575
Start-up cost	23,000
Total	35,575

Fixed Values

Loan Repayment 25%	£2,500
Rent	£12,000
Rates	£5,000
Gas & Electricity	£1,600
Advertising	£1,000
Stationery	£5,000
Insurance	£3,000
Repairs	£1,000
Telephone	£1,500
Wages	£36,000

Start-up Cost

Equipment	£3,000
Stock	£20,000
Total	£87,100 <i>Per annually</i>

For a quarter month: £21,775

30% of 100,000 books = £30,000

30% profit on Turnover

I will need a turnover of £300,000 (three hundred thousand pounds) to make a profit of £90,000 for the year

Bibliography

- Clare, C. & Stuteley, G. (1995) Information Systems - Strategy To Design, Chapman & Hall
- Doyle, S. (1997) GNVO Advanced Information Technology, Stanley Thornes
- Gandoff, Martin. Business Information Systems Handbook, P6